

Reducing Underage Drinking – What Works

- **Anheuser-Busch has a long-standing commitment to being part of the solution to alcohol abuse issues.** Since 1982, our company and our 600 wholesalers nationwide have invested more than a half-billion dollars in more than two-dozen community-based alcohol awareness and education programs and national advertising campaigns to help promote responsible drinking and discourage alcohol abuse, including underage drinking and drunk driving.
- **Parents have the power.** The 2005 Roper Youth Report indicated that 74 percent of teens (ages 13-17) cite their parents as the No. 1 influence on their decision not to drink. This is a consistent finding throughout the history of the Youth Report, spanning more than a decade. Additionally, according to the 2003 National Academy of Sciences Report, two-thirds of teens who drink report getting alcohol from their parents or other adults.
- **Educators and experts agree: The best way to control underage drinking is to start with the family.** Through programs such as *Family Talk About Drinking*, we help parents reinforce the need for teens to stand accountable for their actions by respecting the law. *Family Talk About Drinking*, developed with child psychology and family counseling and alcohol treatment professionals, offers a parent guidebook and video that encourage effective communication between parents and children to help prevent underage drinking. Additionally, our *Prevent, Don't Provide* program reminds parents and adults to do their part in preventing underage drinking by not buying alcohol for teens or providing alcohol for teen parties.
- **Tools to help prevent sales to minors.** To help retail staff effectively identify those patrons of legal drinking age, we provide a variety of tools including: wristbands that identify those who have shown a valid ID; booklets that feature photos of valid driver licenses; training materials to help them learn how to spot fake IDs; and point-of-sale materials such as cooler stickers that alert customers they will be asked to show a valid ID. Since 1990, Anheuser-Busch and its wholesalers have distributed more than 42 million wristbands, 1.1 million "We I.D." cards and 1.4 million ID books.
- **Underage drinking is a serious issue, but tremendous progress has been made through sound programs.**
 - 71 percent of underage youth ages 12-20 do *not* drink, according to the government's *National Survey on Drug Use and Health* (2004). Today, nearly 26 million adolescents are doing the right thing by *not* drinking.
 - According to the Partnership for a Drug Free America, all measures of teen alcohol use decreased significantly from 1998 to 2004.
 - The percentage of high-school seniors who report having a drink in the past 30 days is 4 percent lower in 2004 than in 2000, and down 31 percent since 1982, according to the University of Michigan's *Monitoring the Future* survey (2004).
 - The number of fatalities in teen drunk-driving crashes is down 64 percent since 1982, according to the National Highway Traffic Safety Administration.